

# Inform

Issue 38

December 2004/January 2005

## Passive smoking - there's nothing passive about it



### Season's greetings

As we approach the end of another year we would like to thank those of you who have worked with us, supported us and encouraged us during 2004 in our work to help improve the health of everyone in Northern Ireland.

We hope that together, through collaboration and partnership in 2005, we can continue to promote and protect the health and wellbeing of our community.

The Chair, Board, Chief Executive, Directors and staff of the Health Promotion Agency wish you a very happy, healthy and peaceful Christmas and New Year.

**On 9 November the HPA launched a new public information campaign to raise awareness of the health effects of passive smoking. The first phase of the campaign includes two television advertisements, pre-tested with the public, an information leaflet and a poster, all promoting the strong message: 'Passive smoking - there's nothing passive about it!'**

The first ad, 'Safety', is set in the home and highlights that 85% of second-hand smoke is invisible and odourless. It shows how the dangerous particles in second-hand smoke can travel unseen from room to room, affecting the health of everyone in the house, particularly children.

The second ad, 'In your face', is set in a pub and shows a young man coughing and smoking around a non-smoker. It encourages non-smokers to question why they accept someone smoking around them when they wouldn't tolerate someone coughing over them. The ad also aims to make smokers think twice before lighting up around others.

These ads, which also promote the Smokers' Helpline, are being broadcast on UTV from 9 November to 7 December. The campaign poster and leaflet have been distributed to GP practices, pharmacies, dental practices and Social Security Offices across Northern Ireland. In addition, the information leaflet was made available to the public as an insert in local morning newspapers on 20 November.

Phase two begins in January 2005 when a new TV ad will highlight the dangers of passive smoking in the workplace and an information pack will be distributed to help employers implement 'no smoking' policies.



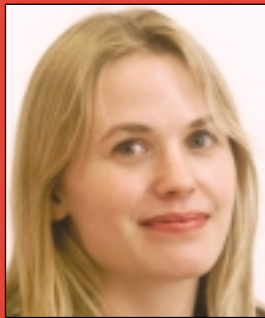
**MISSION:** To make health a top priority for everyone in Northern Ireland

- INSIDE:**
- Breastfeeding training
  - Health in hospitals
  - Protection from infection
  - Removing the smokescreen



**Health  
Promotion  
Agency**

## New appointments



### Victoria Creasy

Victoria has joined the HPA as Senior Manager, Public Health. Her main role will be to manage, coordinate, deliver and monitor a range of work related to Investing for Health, with particular emphasis on drugs, alcohol and smoking. Previously she worked in the voluntary and community sectors as Health Development Manager for Belfast

Healthy Cities and as coordinator of five Northern Ireland HIV/AIDS organisations. Victoria holds a degree in Scholastic Philosophy from Queen's University, Belfast, and is studying for a Diploma in Personnel Management.



### Judith Wallwin

Judith has joined the HPA as a Graphic Designer and will be responsible for the design and production of a wide range of printed material. Previously she worked as a Graphic Designer with Weber Shandwick Design, Octane Design and Colin Davidson Design. Judith graduated from the University of Ulster with a BA Hons in Visual

Communications and Industrial Studies (First Class) and a postgraduate MSc in Communication, Advertising and Public Relations. She is also a member of the International Society of Typographic Designers.

## HPA reruns 'protection from infection' campaign

This winter the HPA will be rerunning its 'Protection from infection' campaign. The campaign is funded by the DHSSPS as part of the work set out in the Antimicrobial Resistance Action Plan (AMRAP).

The first phase of the campaign will encourage the appropriate use of antibiotics and the advertisement 'Protect antibiotics so they can protect you' will be broadcast on television from 14 December until 31 January. The campaign poster and information leaflet will also be distributed to GP practices and pharmacies for display.

The second phase of the campaign will promote regular hand washing and begins in the New Year. The advertisement 'Help prevent infection: wash your hands regularly' will be broadcast on television from 12 January until 28 February. The campaign poster and information leaflet are being reprinted and issued to GP practices, opticians and pharmacies. The leaflet will also be distributed to the public as an insert in the Belfast Telegraph on 28 January 2005.

The posters and leaflets can also be obtained through the Central Health Promotion Resource Service in each Health and Social Service Board area.

A new development in this campaign is the production of stickers that promote hand washing for display at wash basin areas in various outlets across Northern Ireland. These will be supplied to all the infection control teams.

## Creating an ethos of healthy environments

More than 160 delegates met at the Manor House Hotel in Enniskillen in October for the second all Ireland Health Promoting Hospitals (HPH) conference.

The ethos of the health promoting hospitals and health services initiative is to promote the health of staff and patients and their families through the creation of a healthy and supportive environment.

The theme for this joint conference between the Northern Ireland and Irish HPH networks was 'Creating healthy environments'. The conference acknowledged the impact and contribution of the structural, physical and work environment on the health and wellbeing of patients, staff and visitors within the healthcare environment.

Keynote presentations included Susan Frampton from USA who highlighted the Planetree Model which explores healthcare from the patient's perspective. John Cole, Chief Executive, Health Estates Northern Ireland, explored how architecture can contribute to healthy environments. Susan Francis, NHS Confederation UK, shared her expertise as an architectural advisor and explained the importance of 'designing for health' from a health and safety perspective, and Paul Fleming, University of Ulster, addressed the issue of the working environment.

Parallel sessions, poster displays and networking provided plenty of opportunities for members of the two networks from across Ireland to present details of their achievements and initiatives and share their experiences. Abstracts are available from Barbara Porter at the HPA on 028 9031 1611.



Attending the HPH conference are, from left: Dr Brian Gaffney, Chief Executive, HPA; Dr Glenda Mock, Principal Medical Officer, DHSSPS; Professor Luke Clancy, Chair, Irish HPH Network; and Mr Chris Fitzgerald, Principal Officer, Health Promotion Unit, Department of Health and Children.

# 'Renewing public health' theme for forum

The UK's largest multi-disciplinary conference on public health takes place from 5-7 April 2005 in Gateshead, England. This year's annual public health forum is called 'Renewing public health: Renaissance and responsibility'.

The forum is for everyone involved in promoting the public's health and wellbeing. Key themes include: reducing health inequalities; excellence, effectiveness and evidence in public health; promoting sustainable development; working together regionally, nationally and internationally; and developing the public health workforce across all sectors.

Participants will hear about innovative practice from all parts of the UK and Ireland. There will be a showcase of initiatives from the north east of England and fresh insights into key global issues relevant to the UK and Ireland.

For more information about the conference, please go to the conference website at [www.ukpha.org.uk](http://www.ukpha.org.uk) or contact the conference secretariat at Benchmark Conference and Event Management, 14 Blandford Square, Newcastle Upon Tyne, NE1 4HZ. Tel: 0191 241 4523, fax: 0191 245 3802 or email: [ukpha@benchmark.co.uk](mailto:ukpha@benchmark.co.uk)

## Support programme for health in hospitals

The potential of the health and social services as providers, commissioners and employers to impact positively on people's health is enormous. This has been recognised in the Investing for Health strategy through a framework for action to improve health and wellbeing and reduce health inequalities by creating 'environments' for health.

Hospitals are a community resource with a huge reach of influence. The potential exists to create an environment that promotes the health of patients, and all those who work in and visit that environment.

The aim is then to extend this ethos, through existing and new networks, into action for health among other health services and facilities in the community. The HPA programme of support for health in hospitals is set within this framework. Barbara Porter, coordinator of the support programme for

health in hospitals, has made links with counterparts in England and Scotland with a view to future collaboration in the areas of information sharing, training and research. "While we are beginning this programme of work in hospitals, we are learning more about the potential to extend it across the whole of the health service," she said.

Meanwhile, the 13th International Health Promoting Hospital Conference, entitled 'Empowering for health: Practicing the principles', will be held in the Burlington Hotel, Dublin, on 18-20 May 2005. Further information and booking details are available on [www.univie.ac.at/hph/dublin2005](http://www.univie.ac.at/hph/dublin2005)



## Online booking for harm reduction conference



Delegates can register and pay online for the 16th International Conference on the Reduction of Drug Related Harm to be held in Belfast on 20-24 March 2005. Under the theme 'Widening the agenda' there will be a full and stimulating programme of presentations, discussions, posters and debates in relation to reducing the harm associated with the misuse of alcohol, drugs

and tobacco. The conference is aimed at everyone working in the harm reduction field, and those who want to find out more.

Updated details about the conference structure and outline programme, including the names of the confirmed speakers, are now available on the website [www.ihrcbelfast.com](http://www.ihrcbelfast.com) designed by the HPA on behalf of the DHSSPS.

## Keen response to survey of workplace health

Every employee in each of the 20 businesses taking part in the Work Well initiative was recently given the opportunity to tell their employer and the HPA what they want from a healthy workplace.

Staff were asked to complete a questionnaire on issues such as healthier eating, smoking in the workplace and safety, as part of the health promoting workplace initiative. Some 354 questionnaires were returned to the HPA which was an impressive 70% return rate, suggesting that employees really want to contribute to this initiative.

Completed questionnaires were entered into a prize draw and Anthony Harbinson, HPA Board member, drew the winner Daryl Wong of Hamilton Architects in Belfast. Daryl was presented with his prize of sports vouchers to the value of £80 by Liam McBrinn, Chair of the Implementation Group of the Working for Health Strategy and Chair of the Health and Safety Executive for Northern Ireland.



**Daryl Wong, right, the Work Well employee prize draw winner, with Liam McBrinn and Julie Hill, Health Promoting Workplaces Coordinator, HPA.**

## Inquiry into mental wellbeing in later life

The HPA is a member of the Board of an 'Inquiry into mental health and wellbeing in later life', being conducted by Age Concern UK and the Mental Health Foundation.

The inquiry will investigate the mental health needs of older people, challenge the misconception that mental ill health is a natural part of the ageing process, and make recommendations for ways to improve their mental health and wellbeing.

The three year UK-wide project aims to:

- raise awareness of this neglected issue in an ageing population;
- empower older people and mental health service users;
- create better understanding;
- influence policy;
- improve services.

Visitors to [www.mhilli.org](http://www.mhilli.org) can keep up to date with developments.

## Training and development opportunities for early 2005

Forthcoming training and professional development courses include:

- Six day OCR diploma in 'Stress management – training the trainers' on 11–13 January and 8–10 March 2005.
- 'Evaluating your work: A planning workshop' on 15 March 2005. The aim is to allow participants to prepare an evaluation plan of their own work, based on the principles, practice and methods of evaluation.

A PDF of each course flyer can be downloaded from the HPA website and bookings can be made online.

You should find a questionnaire requesting information on your health promotion training needs with this issue of **Inform**. The more we know about your needs, the better we can tailor our 2005 training and professional development programme to meet them. Completed questionnaires should be returned to Claire Hind at the HPA before Friday 14 January 2005, or they can be submitted online at <http://www.healthpromotionagency.org.uk/work/training/needs/assessment.htm> For further copies of the questionnaire, there is a downloadable PDF on the same page.

## Seminar highlights urgent need to remove the smokescreen

There was a great response to 'Removing the smokescreen', the Investing for Health (IfH) regional seminar held on 12 November at the Rosspark Hotel, Kells. Investing for Health partnership members from across Northern Ireland met to draw up a framework for policy development to help promote the introduction of smoke-free workplaces and contribute to the implementation of the Northern Ireland Five Year Tobacco Action Plan 2003–08.

According to Dr Henrietta Campbell, Chief Medical Officer, who introduced the event: "This seminar provides an excellent opportunity to share experiences and to encourage more employers to follow the example set by the Northern Ireland Civil Service and others in the provision of smoke-free facilities for staff and customers."

## Update shows Investing for Health progress



The *Investing for Health* strategy, launched in March 2002, contains a framework for action to improve the health and wellbeing of the population of Northern Ireland while also helping to reduce health inequalities.

The DHSSPS, in collaboration with the HPA, has now produced *Investing for Health Update 2004* highlighting the progress made so far in implementing the strategy.

The update includes information on the targets that have been achieved to date, a report on the success of the first Investing for Health conference which was held in December 2003, and further highlights of a wide range of excellent work currently under way helping to meet the strategic aims and objectives of the strategy.

A PDF of the update is available from [www.investingforhealthni.gov.uk](http://www.investingforhealthni.gov.uk) or [www.healthpromotionagency.org.uk](http://www.healthpromotionagency.org.uk)

## 'Is my home warm enough?' fuel poverty pilot scheme

On 8 November a new pilot scheme aimed at tackling 'fuel poverty' was launched by the HPA, National Energy Action Northern Ireland, the Department for Social Development, Investing for Health and the Health Action Zones.

With 33% of households unable to pay for the warmth they need, fuel poverty continues to be a serious issue in Northern Ireland. This pilot seeks to ensure households at risk are directed to appropriate services through the training of health professionals.

Many organisations and agencies have developed support to tackle fuel poverty including Citizens Advice Bureau, Energy Efficiency Advice Centres, Northern Ireland Housing Executive, Age Concern, Help the Aged, NEA, General Consumer Council, and EAGA – which administers and delivers the Warm Homes scheme.

Maureen Moore, Chief Executive of ASH Scotland and Dave Molloy from the Office of Tobacco Control in the Republic of Ireland highlighted the need to inform and empower people to deal with the proven workplace killer - environmental tobacco smoke. Benefits of smoke-free workplaces include a safer working environment and improved health and wellbeing. Some research has shown that when smoking is banned in the workplace, smokers will consume fewer cigarettes per day and some will quit smoking altogether.

In his closing remarks Gerry McElwee of the Ulster Cancer Foundation looked forward to a further programme of workshops aimed at helping organisations tackle specific issues relating to the removal of environmental tobacco smoke from the workplace.

## Breastfeeding training programme for GPs

A new breastfeeding training programme for General Practitioners has been developed by Janet Calvert, Regional Breastfeeding Coordinator for Northern Ireland, and Dr Carol Campbell of Foyle Health and Social Services Trust.

Subjects covered include the importance of breastfeeding to health, common breastfeeding problems and solutions, and prescribing for the breastfeeding mother.

Two training sessions have now taken place, in Belfast and Londonderry, and the feedback was very positive. The Belfast session was organised by Professor Hugh McGavock of the Northern Ireland Medical and Dental Training Agency.

For further information about GP breastfeeding training and future sessions, please contact Janet Calvert at the HPA on 028 9031 1611.

Meanwhile, the fifth issue of the breastfeeding newsletter, *Keeping Abreast*, was published and distributed in October. This issue highlights the new regional public information campaign on breastfeeding which was launched in May 2004. It reports on a range of issues including the progress of local hospitals and trusts in achieving the Baby Friendly award, the success of the regional breastfeeding conference and the new breastfeeding website [www.breastfedbabies.org](http://www.breastfedbabies.org). It also contains updated advice on weaning and co-sleeping, and recent breastfeeding research. Issue 5 of *Keeping Abreast* is now available from [www.healthpromotionagency.org.uk/breastfeeding](http://www.healthpromotionagency.org.uk/breastfeeding)

A new review document, *Peer support as an intervention to increase the incidence and duration of breastfeeding in Northern Ireland: What is the evidence?* is also available as a PDF from the breastfeeding section of the HPA corporate website. This review examines different models of peer support and the evidence for their effectiveness, and outlines the current situation in Northern Ireland. Alternatively, a printed copy can be requested from Janet Stange at the HPA on 028 9031 1611.



**Attending the recent workshop on 'Peer support and breastfeeding: Making it happen' are, back from left, Sarah Gill, Peer Counsellor Director; Janet Calvert, Regional Breastfeeding Coordinator, HPA; and Marion McPhilips, Glasgow Breastfeeding Initiative Coordinator, with mum Aisling Ferris and baby Blinne from Newry.**

## Food 4 Play is child's play

The HPA has teamed up with Playboard Northern Ireland, community dietitians from the Health and Social Services Boards, and Environmental Health Officers from local councils to develop an innovative new programme of play opportunities with food.

The Food 4 Play programme combines the essential elements of food and play in children's development. It aims to equip child play workers with knowledge, practical activities and ideas through a resource pack and training workshops.

The resource pack will include essential information on basic nutrition and food hygiene, as well as a range of suggestions for play opportunities with food. The training will comprise three two-hour workshops for play workers across Northern Ireland who are already involved in Playboard's Fit 4 Play quality award scheme.

The Food 4 Play programme is currently in draft form and will be piloted in selected areas during November and December. Following amendments recommended during the pilot, it is anticipated that the resource materials will then be published and the project rolled out widely over the next two to three years.

## Parents the new focus of Snack Pack initiative

The HPA is expanding its work on the Snack Pack scheme, on behalf of Investing for Health. It will target parents of children participating in the initiative to highlight the importance of eating more fruit and vegetables, encouraging them to aim for five or more portions a day.

A magazine-style resource is under development which will cover issues of interest to parents of young children. It is likely to include ideas for encouraging children to eat more fruit and vegetables, meal and snack suggestions, and answers to frequently asked questions.

The resource will be tested through a series of focus groups during December to ensure it is relevant to parents of young children. The magazine will then be distributed through Health Action Zones early in the new year.

## Speak up for oral health

A consultation document on a new oral health strategy for Northern Ireland was launched on 21 September. Despite some improvement in oral health in Northern Ireland over the past few decades, oral health here continues to be the worst of any region in the United Kingdom.

The 10 year strategy document aims to improve the oral health of the Northern Ireland population and to reduce inequalities in oral health within our society. To achieve this, the document outlines a series of interlinked recommendations.

It suggests a focus on prevention, the need to link with other complementary health promotion programmes and to further develop partnerships with those outside the health sector, including schools, local councils and community groups.

The strategy document is available from the DHSSPS website at [www.dhsspsni.gov.uk](http://www.dhsspsni.gov.uk) and the consultation period ends on 31 December 2004.

## For information on specific areas of the HPA's work

**Alcohol, Drugs and Smoking** - Victoria Creasy - v.creasy@hpani.org.uk

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## Young men's mental and emotional health

The HPA has been working with an advisory group to develop a resource for those who work with young men. The group includes members from Opportunity Youth, YouthAction, health promotion, the Curriculum Development Unit, The Men's Project, and the Rainbow Project.

Dr Ken Harland from the University of Ulster has been commissioned by the HPA to develop the resource for young men as well as a guide for those who

work with them and a training course to deliver the resources.

The focus of this work is on what it means to be a young man and some of the issues facing young men. The resource for young men is currently being tested, and the workers' guide is nearly completed. The training course will be residential and offered to 20 key workers in each ELB area in early 2005. For further information, please contact Linda Barclay at the HPA.

## Mental health promotion - strengthening individuals, communities and partnerships

The HPA has been working with colleagues from the DHSSPS, the Department of Health and Children (Ireland), the Scottish Executive, the Welsh Assembly Government and NIMHE (England) in collaboration with the Clifford Beers Foundation to develop an inaugural conference for the UK and Ireland on mental health promotion.

The conference will provide the opportunity to discuss the implementation of a range of effective promotion and prevention strategies, and speakers from around the world have agreed to provide key papers.

The conference will be hosted in Ireland at Dublin Castle on 20-22 April 2005 and is the first in a series of annual mental health promotion conferences to take place in each country in turn.

The organisers are now calling for papers relating to the themes of the conference:

- strengthening individuals;
- strengthening communities;
- strengthening partnerships for mental health.

For further details or to submit abstracts please visit [www.charity.demon.co.uk/dublin](http://www.charity.demon.co.uk/dublin). The closing date for submission of abstracts is 31 December 2004.

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**Health Promotion Agency**

Ireland to provide information on current areas of work involving the HPA.

We hope that **Inform** is meeting your needs in terms of providing timely and relevant information about the HPA's work. We are always striving to improve our communications with you, our partners, so we would welcome any comments you would like to make about **Inform**. Please contact me, the editor, on [r.kelly@hpani.org.uk](mailto:r.kelly@hpani.org.uk) or write to me at the editorial office below.

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[www.drugsalcohol.info](http://www.drugsalcohol.info)  
[www.thesnackpack.net](http://www.thesnackpack.net)  
[www.up-2-you.net](http://www.up-2-you.net)

## Web are we now?

**Our corporate website [www.healthpromotionagency.org.uk](http://www.healthpromotionagency.org.uk) recently achieved top 10 rankings on two major search engines. A search for 'health promotion' on Google places the HPA site at number 5 out of 14.9 million possible results, while a similar search in Yahoo places us at number 6. These high rankings are an indicator of the content, quality and popularity of the website, and also show that a large number of other websites are now linking to ours.**

**Register online now at [www.ihrcebelfast.com](http://www.ihrcebelfast.com) for the 16th International Harm Reduction Conference to be held at the Waterfront Hall in Belfast on 20-24 March 2005.**

**From mid December the HPA's website for young people [www.up-2-you.net](http://www.up-2-you.net) will carry new information to support our public information campaign on the health and social effects of passive smoking. Postcards and posters will be distributed to schools and youth clubs throughout Northern Ireland to promote the site and new content.**

**This year's training needs assessment questionnaire is now online on <http://www.healthpromotionagency.org.uk/work/training/needsassessment.htm>. Please take this opportunity to complete the form and give us your views on training so we can develop appropriate courses to meet your**